



Bird's-eye view of Cleveland Park, showing the excavations being made preparatory to laying foundations for several new homes.

SUBURBAN WASHINGTON

TO THE man or woman who looks into the questions of cause and effect, Washington suburban property offers the solution of a universal problem.

There are in every great city hundreds and thousands of people who have sums of money, either inherited or earned, which they are anxious to invest in some way whereby they can realize an income or an eventual increase in capital. The desire is a laudable one. Money, while not a "talent" in itself, represents latent energy, latent power for development, latent power to do good, and since it means all this it is an injustice to one's self and to the world at large to allow it to remain idle.

Always coupled with this desire to multiply one's fortune (be it large or small), comes the harassing doubt that perhaps the principal will be lost in the effort to realize an income, a dividend, a profit.

Just as the desire to better one's condition is commendable, so the fear of losing all is an economic good, and is to be encouraged rather than scorned. A total disregard for this feeling of fear has impoverished its millions and has made public charges of its thousands.

Real Estate Investments Safe

When confronted by the dual forces, fear of loss and desire for gain, the astute business man or woman will investigate the conditions and prospects which are to be found near at hand. It is this problem which suburban property surrounding the Capital of the nation solves, for here is offered a form of investment which stands almost without a rival in the realm of real estate, so far as the safety of the capital used and the certainty of a profitable return are concerned. This statement may at first appear more or less extravagant, but when analyzed it becomes apparent that there is no exaggeration whatsoever.

The truth of such an assertion is borne out by many incontrovertible facts. In the first place the history not only of Washington, but of practically every progressive city in America shows that there has been a steady and ever increasing advance in realty values, especially in suburban sections. This has been and is due to two great primary

causes. In the first place all cities that are growing must expand laterally. The increase in the height of office buildings only temporarily relieves the demand for space. Increase in population invariably requires space, space to live and space to work. In the second place, as the business sections gradually overflow the commercial centers of a city and usurp the residential sites, the men who carry on the traffic of the day must have some place in which to reside. As a consequence, there is a spreading out of homeseekers, sometimes more rapidly in one direction than another, but eventually in all.

Washington's Awakening

As a general proposition in all cities, there is no safer investment than real estate. A man's land cannot be swept away by fire, it cannot be destroyed by cyclone; it cannot be wiped out of existence by flood. It is his always. It is a dependable asset. There may arise certain conditions whereby an investment in real estate in the business section of a city would result in loss. The trend of commercialism might be toward another section, and certain property would deteriorate in proportion. In investing in residential sections, however, this danger is almost entirely obviated, for the reason that one home forms a nucleus for others.

These conditions and principles apply to cities as a whole. To Washington they apply with tenfold verity. In the first place, if any, cities have within recent years witnessed such uniformly rapid growth as has the National Capital. The community seems to have but just recently awakened from a lethargic sleep. It had not realized its opportunities, its powers, its capabilities before. Within the last decade, however, the city and its citizens have undergone a change. The latter no longer look upon the nation's center as a "commercial ne'er-do-well." It is now apparent that Washington, no less than the other thriving centers of trade, has a right to demand her share of material welfare and financial profit. Now it is seen that the location in this city of the machinery of national government can be utilized as a great source of gain, whereas heretofore it was looked

upon more or less as a deterrent force in the commercial struggle.

The Foundation of Fortunes

Having awakened to this fact it is inevitable that Washington's growth in the future shall be vastly more pronounced than ever in the past.

None can be found to gainsay the prophecy that Washington has only recently entered upon its era of advancement, and that the future holds in store many advantages that today can scarcely be imagined. That the growth in population and wealth will be unprecedented within the next ten years is practically assured. All indications point to such a consummation. Where will the new Washingtonians find homes? Is it probable that they will turn back into the business sections, where prices for land for residential purposes are even now exorbitant? Does it not stand to reason that every increase in the city's population means an attendant increase in the demand and the value of suburban property?

A Groundless Fear

Many of America's best known capitalists declare that the foundation of their fortunes was made in real estate. It is apparent that the same conditions which made them wealthy will net handsome profits to the investor of today.

A condition of affairs which has arisen in Washington very recently has served to make a certain percentage of people dubious about investing in suburban properties. It is the rapid advance in realty values in the outlying sections. From this it is argued by some that property values have been enhanced on the basis of what the city's population will be five or ten years from now. In many cases this charge is well founded. At the same time, it must be borne in mind that if prices are high, as compared with present-day conditions and demands, five or ten years from now, when the actual demand for property shall have made good the alleged somewhat fictitious values of the present day, the owner of suburban property will then advance his figures to meet the prospects held out by an-

other five or ten years of prosperity.

For these manifold reasons, the purchase of suburban properties in any thriving community furnishes one of the safest and most remunerative forms of investment imaginable. In the specific instance of Washington, where it is known that the United States governmental departments must always furnish a great nucleus of population, the investment feature becomes doubly secure and doubly inviting.

Taking all these facts into consideration, the development of suburban Washington in the past few years has not been phenomenal, but merely what might have been expected had the public stopped to look ahead and viewed the conditions in their proper light. In any other city the development of suburban property such as has been witnessed here within the past five or six years would seem but little short of marvelous.

Development in Every Direction

To the north, east, south, and west the demand has grown, and is still growing, with not the slightest indication of an abatement.

Ten years ago Washington Heights was a more or less undeveloped suburb. Today it is almost as thickly populated, and is graced with as handsome residences and as commodious apartments, as Thomas Circle, or any of the other central residential sections. The sightseer who goes out on Columbia road to Eighteenth street today can scarcely realize that not more than a decade ago the magnificent structures he sees on every hand did not exist even in the imagination of those who held the titles to this "suburban property."

The same thing may be said of many sections of Washington. The line of development is not to be defined by triangles or squares, but can only be denoted by a great circle with its center near the Capitol. In every direction, like spokes from a giant wheel, the demand for suburban property has extended. Twenty years ago acres were selling at prices which today would not be considered by owners as sufficiently inviting for 50x100 foot lots in the same locality.

And yet in all this growth there has been no evidence of booms. The

development has been in keeping with the demand, and the real estate men of Washington have been on their guard to prevent the exploiting of properties which would eventually collapse in price. The spirit of speculation has been conspicuous for its absence. This tendency on the part of Washington dealers is proverbial, and not one of the least important pieces of good fortune of which the Nation's Capital may boast is the reputation which her real estate men in general have in the great outside world.

The statement made a few days ago by an astute New Yorker to the effect that Washington's real estate firms were famous all over America for their progressiveness and reliability embodied the consensus of opinion among all who have investigated the subject. This reputation reflects credit not merely upon the personnel of Washington's realty dealers, but likewise upon the ever-increasing value of real estate itself. It cannot be denied that Washington dealers have always fostered sales. That the demand has continued to increase, bearing out the promises made by agents, goes to prove that there is a very patent reason why these values should have risen.

That this activity will continue is a safe prediction. Some of the most attractive suburban properties that have yet been placed on the market are today being offered to the public. They are all worthy of consideration and investigation.

Fine Field for Small Investor

To the man with a small surplus as well as to the homeseeker, there is no more attractive field for investment than Washington suburban property; not that the returns will be phenomenal, nor that there is anticipated any unusual rise in values within the next few months, but there is a steady and ever increasing demand for property in all residential sections, and this will continue to be the case so long as the city grows. And that Washington is certain to continue to develop is doubly certain for the reason that she has all the advantages of the great commercial centers and the added distinction and help of the National Government. Every Governmental department situated

in Washington will grow in proportion as the whole country develops. The Capital, therefore, has the combined developing forces of city and nation, which will inevitably lead to the enhancement of realty values throughout the District and in adjacent sections of Maryland and Virginia.

A Number of Suburban Sections

The number of suburban sections and subdivisions is legion. They have sprung up at various times during the past ten or twenty years, and almost without exception the growth in popularity and increase in values have been both uniform and large. Among the many prominent sections which have appealed to the homeseekers and the investors are Chevy Chase, Brightwood, Petworth, Connecticut Highlands, Mt. Pleasant Heights, Fourteenth Street Heights, North Columbia Heights, Silver Springs, Kensington, Hyattsville, Riverdale, Langdon, Ellaston Terrace, Columbia Heights, Congressional Heights, Livingstone Heights, Takoma, Forest Glen, Cleveland Park, Fernwood Heights, Somerset Heights, University Park, Drummond Heights, Cathedral Park, Brookland, Kenilworth, Fort Myer, Arlington, Colonial Heights, Randle Heights, Washington Highlands, Dominion Heights, and American University Heights. Some of these sections have only been subdivided within the past few months, while others have attained a development which causes them to appear as integral parts of the city. In the latter cases the growth of the Capital has been so rapid that they have lost their suburban character entirely.

Encroachment of City on Suburbs.

The rapid encroachment of the city upon property once looked upon as suburban is illustrated in a statement made this week by a veteran real estate broker of Washington. He declared that ten years ago property was selling on Connecticut avenue extended at 6 cents a foot. Today the same property is considered a bargain at from 30 to 50 cents a foot. This is not an isolated case, but is typical of the general increase in value of the Capital's suburban sections.

One of the most widely known

and exclusive sections of suburban Washington is Chevy Chase, where some of the most ornate homes of the District have been erected. The landscape gardening, the general architectural scheme, the width of the streets, and the whole atmosphere of the section are inviting. This suburban subdivision was opened some years ago and has been extremely popular ever since. An excellent car service affords means of communication with the city, while a separate system of water, lights, and sewerage has been installed by the Chevy Chase corporation.

Illustrations of many of the homes in this suburb have appeared from time to time in the various magazines throughout the country as typical suburban residences of a representative American city.

Other Suburban Property in the Northwest

For many years the trend of the city's development has been toward the northwest, and while at the present time very decided and successful movements are on foot to branch out in other directions, many of the District's citizens are still partial to the more populous territory. The location of a number of educational institutions in this section has served to increase the popularity of all the contiguous territory, and as these institutions broaden out and become more generally known throughout the country they will add still more to the attractiveness of the section as a residential center. The extension of the District park system is another feature which is additive to the attractiveness of the suburban northwest, and improvements such as Connecticut avenue bridge, which is nearing completion, are making available large tracts of land which have hitherto been deemed more or less remote for those who are compelled to carry on business enterprises in the city.

All this section of the District is high and in many instances subdivisions have been laid out in veritable forests of shade trees, which add materially to desirability

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A panoramic view of Washington as seen from Colonial Heights, with Rosslyn in the foreground.